

## CALL FOR EVIDENCE

### **Call for Evidence – Making the most of opportunities from major cultural and sporting events**

Councillor Majid Mahmood, Chair of the Partnership, Contract Performance and Third Sector Overview and Scrutiny Committee

As part of its extensive remit the City Council has dedicated significant time and resource to the development of major cultural and sporting events which both support the city's current priorities and celebrate the city in many different ways. Birmingham has an impressive track record for staging major events. Over one million people attend major events over a year and media coverage has been valued to be in excess of £5 million.

Over the next four weeks we are inviting people and organisations from across the city to send us their views on what Birmingham needs to do to make the most of opportunities from major cultural and sporting events at a time of unprecedented financial constraints. We have put together a number of questions, or 'key lines of enquiry' that we will be discussing at public meetings in November and December.

These include:

- What are the main challenges for Birmingham in different types of major events, for example in terms of:
  - Resourcing (including sponsorship)?
  - Influence - particularly in events we have to bid to host?
  - Partnership working?
  - Economic benefit?
  - Increasing participation?
  - Reputation and representation?
- What are the most useful roles for different areas of the Council in major events, in this changing financial climate for example in:
  - Large sporting events (particularly international and national events both with general and specialist audiences)?
  - Fostering large, cultural festivals and commercial music festivals with potential to grow?
- What is the potential for expanding the role of other organisations in support for major events and where is it most feasible to do so?

An Inquiry is only as good as the evidence it receives. We hope that you will use this chance to have your say to shape future City Council priorities. We would welcome a written statement of your views and experience on any of the above points, along with any other comments or ideas you might have. We will collect all the written submissions and use these as evidence to support our work.

If you would like any further information about this Scrutiny Inquiry or how to submit written evidence, please email [scrutiny@birmingham.gov.uk](mailto:scrutiny@birmingham.gov.uk) or call 0121 303 1668.

The deadline for written submissions is **Monday 25<sup>th</sup> November 2013**.